

## **Historic, Archive Document**

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c1945

# Max Schling's PEONIES

In view of the scarcity of all bulbous and perennial stock we are forced to list a limited selection of the ever-popular Peonies. The varieties offered are of the highest quality.

Delivery dates—August to November.

## TWO FINE COLLECTIONS

### Old Favorite Collection

**Duchesse de Nemours.** Very prolific, large creamy white, long stems.

**Edulis Superba.** Earliest flowering variety. Deep pink.

**Festiva Maxima.** Very early pure white, flecked crimson.

**Josephine.** Light carmine, pure golden crest in center.

**Karl Rosenfield.** Very free flowering deep crimson.

**Perette.** Fine light silvery pink, golden center.

Each, \$1.10; collection of 6, \$5.00, postpaid.

### New and Rare Varieties

**Florence Macbeth.** Late blooming enormous light pink.

**Mme. Edward Doriath.** Pure white, large flowers, tall stems.

**Miss Eckert.** Rich rose-pink.

**Mons. Martin Cahuzac.** Dark blackish red, huge flowers.

**Philippe Rivoire.** Lovely sweet-scented crimson.

**The Pearl.** Bright pink with cream crest, edged red; exquisite.

Each, \$1.85; collection of 6, \$10.00, postpaid.

This offer of Peonies is good until September 15th only. A more complete list will be found in our regular Fall Bulb Catalog.

## Grow Auratum Lily from Seed

### MR. BUCKLEY'S FAMOUS ESPERANZA STRAIN

The beautiful gold-banded Lily can be easily grown from seed, and will flower outdoors in 24 months; in the greenhouse in from 14 to 18 months. This strain is selected from the finest named varieties of Lilium Auratum, some varieties being priced as high as \$50.00 per bulb.

Complete cultural directions composed by the originator will be found in each signed and sealed originator's packet.

**Packet of 105 seeds, \$3.00.**

**Note:** We will have a limited supply of Esperanza Auratum Lily bulbs in all varieties available for fall delivery. Complete list on request.



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**MAX SCHLING** Seedsmen, Inc.  
618 Madison Ave. New York City Zone 22



# SCHLING'S HARDY

For the next few years at least we predict that perennial plant stock will be scarce and expensive, and that because of transportation and labor difficulties the purchase of live plants will be unsatisfactory. For this reason we advocate growing your own perennial and biennial plants from seed. It is a thrilling and profitable garden experience.

This list presents the most popular hardy garden flowers. We have many additional varieties available listed in our regular catalog.

## Long-Spurred *Aquilegias*

(Columbine)

Flowering immediately after Tulips, they provide a colorful show in the perennial border.

### SCHLING'S GIANT LONG-SPURRED HYBRIDS

A selection of the finest type of Columbine in existence. Pkt., 50c; 5 pkts., \$2.00.

**Mrs. Scott Elliott Strain.** A selection of long-spurred pastel shades of Columbine. Pkt. 50c; 5 pkts. \$2.00.

### LONG-SPURRED HYBRIDS IN SEPARATE COLORS

**Longissima.** A beautiful canary-yellow variety with spurs fully 4 inches long. Flowers resemble graceful birds in flight. Outstanding. \$1.00 per pkt.

**Azure Fairy.** Sky blue, white corolla.

**Crimson Star.** Brilliant red, buff corolla.

**Lemon Queen.** Lemon-yellow throughout.

**Snow Queen.** Pure white throughout.

**Wild Rose.** Rose-pink.

Price of each of the above: 50c per pkt.; 5 pkts. \$2.00.

**COLLECTION:** 1 each of the 6 separate varieties, \$3.00.

## *Campanulas*

(Canterbury Bells)

The stately and majestic beauty of Canterbury Bells is unequalled in the June garden.

### CAMPANULA Medium

(True Canterbury Bells).

Blue, white, mauve, carmine-rose and mixed. Each, 20c per pkt.

**C. Calycanthema** (Cup-and-Saucer Bells). Blue, white, rose-pink, mauve, mixed. Each, 25c per pkt.

**C. Carpatica** (Harebells). Blue and White. 25c per pkt.

**C. Persicifolia, China Blue.** 50c per pkt.

**C. Pyramidalis** (Chimney Bellflower). Blue and white. 35c per pkt.

**C. Mariesi.** A lovely low growing form highly prized for rock gardens. 50c per pkt.

## *Bellis*

(English Daisy)

These lovely perennials are highly prized for rock garden and early Spring bedding. We offer a fine imported strain of seed in red and mixed colors. Pkt. 50c.

## *Gaillardia*

A substantial hardy perennial; very colorful.

**Dazzler.** Yellow with red zone. 25c per pkt.

**Schling's New Hybrids.** Mixture of red, yellow and maroon varieties. 25c per pkt.

### FAMOUS RUSSELL

## *Lupins*

A faithful selection of the famous imported strain. Large pkt. of 100 seeds, 75c.



Famous Pacific Hybrid Delphinium



Cup-and-Saucer Bells



English Daisy



# PERENNIALS • Sow Seeds Any Time During the



Pansies—Schling's Famous Majestic Splendor Strain

## Schling's Exhibition PANSIES

**Majestic Splendor.** One of the most masterly achievements in Pansy hybridization. This large flowering strain combines an entirely new color range with very early blooming qualities, and their long stems make them equally as valuable for cut flowers as for bedding. \$1.00 per pkt.; 6 pkts., \$5.00; 12 pkts., \$9.00.

**SCHLING'S CANADIAN SUPER GIANTS.** A marvelous strain of exhibition Pansies. Flowers are enormous. Price: \$2.00 per pkt.; 6 pkts., \$10.00.

### SUPER SWISS GIANTS.

**Alpenglow.** Red and wine shades.

**Berna.** Deep blue with interesting deeper blotches.

**Lake of Thun.** Rich Cornflower-blue.

**Mont Blanc.** Pure white with pale blue eye.

**Rheingold.** Golden yellow, beautifully blotched.

**Yellow Master.** Pure golden yellow.

### SUPER SWISS GIANTS MIXED.

Price of each above: 75c per pkt.; 1/8 oz., \$3.50.

**COLLECTION:** 1 pkt. each of 6 separate colors, \$4.00.

**TRIMARDEAU GIANTS MIXED.** Pkt., 25c; 1/8 oz., \$1.35; 1/4 oz., \$2.50; oz., \$8.00.

## DELPHINIUM - SCHLING'S BEST SELECTION

The Pacific Strain of Delphinium has proven itself to be far superior in size, color, hardiness and resistance to disease than all others. All orders will be filled with freshly harvested seed only.

**Percival.** New introduction. Pure white with dark eye. Very striking. \$2.00 per pkt.

**Bluebird.** Genuine true blue with white eye. \$2.00 per pkt.

**Cameliard.** Lovely lavender with white eye. \$1.50 per pkt.

**Galahad.** Pure white with light eye. \$1.50 per pkt.

**Round Table.** A magnificent strain of blue shades. \$2.00 per pkt.

**COLLECTION:** 1 pkt. each of the above 5 new introductions—a \$9.00 value, for \$7.50.

### RECENT INTRODUCTIONS OF PACIFIC HYBRIDS

**Blue Jay.** Medium to dark blue, dark center.

**Black Knight.** Dark violet with black center.

**King Arthur.** Rich royal purple, white center.

**Guinevere.** Clear pink-lavender, white center.

**Summer Skies.** Heavenly blue with white center.

Each, \$1.25 per pkt.

**COLLECTION:** 1 pkt. each of the 5 varieties, \$5.00.

**SPECIAL COLLECTION:** 1 pkt. each of the above 10 varieties, \$12.00.

**PACIFIC HYBRIDS MIXED.** All standard colors, blended mixture. 75c per pkt.; 1/8 oz., \$2.50; oz., \$15.00.

### DELPHINIUM FOR CUTTING

**Belladonna.** Pale blue. **Bellamosa.** Dark blue. **Gold Medal Hybrids Mixed.** Each, 25c per pkt.; 1/8 oz., \$1.25; 1/4 oz., \$2.25.



Cameliard



King Arthur



Bluebird



# Summer for Next Year's Bloom

## HOLLYHOCKS

**Chater's Double.** The finest garden Hollyhock in the following colors:

Maroon

Scarlet

Yellow

Rose

White

Newport Pink

Salmon-Rose

Each, 25c per pkt.

**Double Mixed.** 25c per pkt.

**Single Mixed.** 15c per pkt.

**Exquisite Fringed Mixed.** 50c per pkt.

## DIGITALIS - Foxgloves

No hardy herbaceous flower border is complete without the lovely Foxgloves.

**Gloxiniaeflora Gigantea Rose.**

**Gloxiniaeflora Gigantea White.**

**Gloxiniaeflora Gigantea Purple.**

**Gloxiniaeflora Gigantea Mixed.**

Each of the above: 40c per pkt.

**Hybrida Lutzi.** Salmon. 4 feet. 75c per pkt.

**The Shirley.** Fine mixed colors, spotted flowers. Pkt. 25c.

## SWEET WILLIAM

(*Dianthus Barbatius*)

Another garden standby that is invaluable for May and June bloom.

**Giant Newport Pink.** 50c per pkt.

**Giant Scarlet Beauty.** 35c per pkt.

**Giant White.** 35c per pkt.

**Giant White with Crimson Eye.** 35c per pkt.

**COLLECTION:** 1 each of the above 4 varieties, \$1.25.

**SCHLING'S GIANT SINGLE FINEST MIXED.** 35c per pkt., 3 pkts. \$1.00.

**SCHLING'S GIANT DOUBLE FINEST MIXED.** 50c per pkt.



Hollyhock, Salmon Rose



Foxglove

## VIOLAS

Valuable for rock gardens and edging, also as a ground cover in Iris, Peony and Rose beds. Blooming period from early Spring until late Fall.

**Apricot.** 50c per pkt.

**Arkwright Ruby.** Ruby-red. 50c per pkt.

**Floraire.** A famous free flowering Swiss strain. Cool and lovely shades of blue, blue and white, and violet. Medium large blooms all summer on long stems. 75c per pkt.

**Primrose Dame.** Sulphur-yellow. 50c per pkt.

**White Perfection.** Pure white. 50c per pkt.

**Blue Perfection.** True blue. 50c per pkt.

**COLLECTION:** 1 pkt. each of the above 6 varieties, \$2.35.

**VIOLA CORNUTA MIXED.** 25c per pkt., 5 pkts. for \$1.00.



Primrose Dame

VIOLAS  
Blue Perfection

Apricot







# STRAWBERRY PLANTING TIME

## *August to November*

### CONDITIONS GOVERNING THE SALE OF POT-GROWN STRAWBERRY PLANTS FOR FALL SEASON 1945

Shipments of pot-grown Strawberry plants will be made from late July until November. It is satisfactory to plant Strawberries in the latitude of New York and further south until early November.

All orders will be filled depending on weather and crop conditions. For this reason we reserve the right to refund all remittances after orders have been accepted.

All orders will be filled in strict rotation only, and **we cannot accept any orders that request delivery on specified dates.** We will make every effort to complete all orders that we accept, but due to unprecedented abnormal conditions we cannot be responsible for the length of time consumed in transit, and inasmuch as all shipments will be made by **Railway Express only** they should be inspected on delivery, and if damage such as breakage, rotted foliage, etc., is apparent, immediate claim should be made with the local express agent.

We cannot accept responsibility for winter-killing of Strawberry plants.

We trust that our clientele will realize that we are conducting our business under disheartening and extreme conditions, and we have been forced to adopt the foregoing stringent terms of sale that will apply to all orders with no exceptions.

MAX SCHLING SEEDSMEN, Inc.

#### List of Pot-Grown Strawberries Subject to Terms of Sale as Outlined Above:

##### EARLY BEARING VARIETIES

**Dorsett.** Now recognized as one of the finest earlies. Rich bright red; delicious flavor.

**Premier.** Heavy producer. Extra early.

##### EARLY TO MIDSEASON

**Fairfax.** Ripening after Dorsett. One of the best.

**Senator Dunlap.** Heavy cropping variety. Perfect for canning.

##### MIDSEASON TO LATE

**Chesapeake.** Mild, non-acid and sweet.

**Big Joe.** An old favorite. Grows with almost no care in good type soil.

##### LATE

**Gandy.** Fine canning and shipping berry.

**Starbright.** Beautiful large glossy firm berry of excellent quality. Heavy producer.

**No Orders Accepted for Less Than 25 of a Variety.**

25 for \$4.00; \$12.00 per 100.

##### EVERBEARING VARIETIES

**Gem.** Sparkling red; deliciously sweet and free from acid.

**Mastodon.** An old favorite that has been thoroughly tested for everbearing qualities.

An extra rugged and sturdy grower producing berries of delicious flavor. 25 for \$5.00; \$16.00 per 100.

**Twentieth Century.** A new variety accredited with being superior to all other everbearing sorts. 25 for \$6.00; \$20.00 per 100.

**POT  
GROWN  
for Your  
Complete  
Satisfaction**

The above illustration serves to show the all-around excellence of our pot-grown Strawberries. It pays to buy the best. It pays to WAIT for the best.

### LONG BEARING *Collection*

The following varieties will result in a continuous crop of Strawberries from early June until late August.

**Dorsett.** Extra early.

**Fairfax.** Midseason.

**Gandy.** Late.

**Mastodon** (Everbearing) or **Gem.**

12 of each (48 plants) \$7.00

25 of each (100 plants) 13.25

50 of each (200 plants) 25.00

### NEW INTRODUCTIONS

**Fairmore.** Early to midseason. Firm berry. Excellent for shipping. Rich deep red.

**Pathfinder.** Midseason. Healthy strong growing type, producing a tremendous crop.

**Sparkle.** Midseason to late. A heavy cropper of firm delicious berries.

**Red Star.** Very late. Considered an improved Gandy.

25 for \$5.00; \$16.00 per 100.







## TWO OF THE VERY BEST

**El Mohr.** (Loomis.) Without doubt the most exciting Iris ever introduced. The color is a rich violet-red, but the outstanding feature of this variety is its enormous size and grace. The falls are flaring, fully 2½ inches wide. The standards are of great substance spreading and curving gracefully enough to expose a perfectly formed center. The stems are sufficiently powerful to expose three wide open 7-inch blossoms through severe rain and wind. Every Iris lover sooner or later will own an El Mohr. Supply limited. Price: \$6.00 each.

**Violet Symphony.** (K. Smith.) The best Iris in its color class. Tall graceful branching spikes with large violet self blossoms of great substance. Height 40 inches. Price: \$5.00 each.



# MODERN IRIS ARE THE MAINSTAY OF THE GARDEN

## MAX SCHLING EXCLUSIVE INTRODUCTIONS FOR 1945

**Sally Ann.** (K. Smith.) Our best introduction to date. A premium Iris with the longest known blooming period of any existing variety. We timed a full 4½ weeks bloom from Sally Ann, which is a record. The color is a lovely deep buff-yellow self with unexcelled substance. In our trials we have rated it the No. 1 yellow to date. Price: \$7.50 each.

**Jewelite.** (Cassebeer.) Large flower of bronzy orange-salmon, suffused pink, lavender and yellow. This gorgeous combination and blending of color can never be fully appreciated unless seen. Color photography can not capture the arresting beauty and illumination of this outstanding variety. It shows to best advantage as a cut flower indoors or on a cloudy day. Limited amount available. Price: \$10.00 each.

**Lovely Melody.** (K. Smith '45.) A beautiful early large flowering seedling, blending combination of pale tan and henna-brown. The standards are beautifully frilled, lightly suffused henna-brown, the falls being the same color but more heavily suffused. A flower of great size and refinement. Height 40 inches. Price: \$15.00 each.

**Katy.** (K. Smith '44.) A lovely cream with soft golden orange beard. Slightly taller than Sally Ann and blooming over almost as long a period. A perfect companion for Violet Symphony. Price: \$6.00 each.

**Rajah.** (K. Smith '44.) A short stocky variety ideal for the perennial border. Standards are deepest golden yellow with chocolate-purple falls. An outstanding bicolor. Height 30 inches. Price: \$6.00 each.

## OTHER NEW INTRODUCTIONS

**Caroline Burr.** (K. Smith.) A sedate ivory with soft creamy cast. Highly rated. Award of Merit winner. Height 40 inches. Price: \$7.50 each.

**Mountain Sky.** (Milliken.) Splendid medium blue with suffusion of yellow in center of flower. A fine showy variety. Price: \$3.00 each.

**Noonday Sky.** (Weed.) An exquisite sky-blue Iris of great distinction. Standards pale silver-blue, slightly deeper falls, golden haft. Splendid substance. Height 3 feet. Price: \$3.00 each.

**Spindrift.** (Loomis '44.) Seashell or coral-pink; the truest pale pink Iris ever introduced. The falls are accentuated with fiery orange beard. Startling effect. Height 36 inches. Price: \$15.00 each.

**Winter Carnival.** (Schreiner '41.) A white that we consider much superior to Gudrun. Snow-white with widely flaring falls. Heavy stems, large flowers. Price: \$4.00 each.

## OUR LIST OF VARIETIES IS THE PERSONAL SELECTION OF A FAMOUS IRIS AUTHORITY

**Ariane.** Heavily striped violet and white. Very unusual; medium height. Each \$2.25.

**Antigone.** Winner of Dykes Medal, 1938. A vigorous well-branched medium yellow. Each \$2.25.

**Bronzino.** Frosty golden bronze. Huge flower. Height 40 inches. Each \$1.25.

**Charlotte Millet.** Rich reddish lilac with pale blue luster. Height 36 inches. \$2.25 each.

**Elsa Sass.** A clear sulphur-yellow with greenish cast. Refreshing. Height 36 inches. \$2.25 each.

**Fairy Lustre.** A satiny light primrose-yellow throughout. No trace of any other color. Height 38 inches. \$3.25 each.

**Florentine.** A huge plicata type. White striped lavender. Height 36 inches. \$2.25 each.

**Golden Spike.** Deep dandelion-yellow with orange beard. One of the best. Height 38 inches. \$6.00 each.

**Marinella.** Large dark bicolor, standards dusky brown. Falls velvety maroon. Large blooms. 40 inches. \$1.50 each.

**Mme. Maurice Lassailly.** A splendid two-tone blue. Height 36 inches. \$1.50 each.

**Old Parchment.** Creamy tan overlaid gold. Long blooming, large flowers. Very popular. Height 40 inches. \$2.00 each.

**Red Gleam.** An Iris that really looks red. Nearest approach to scarlet. Honorable Mention and Award of Merit winner. Height 3 feet. Each, \$3.50.

**Sierra Snow.** Fine late blooming cream white. Very graceful form. Height 40 inches. \$1.25 each.

**Spun Gold.** The most famous yellow Iris yet introduced. Rich solid yellow. Dykes Medal winner, 1944. The highest Iris award. Height 40 inches. Each, \$7.50.

**Stella Polaris.** Huge pure white of excellent form and substance. Possibly the best white. Height 42 inches. \$3.75 each.

**Tiffany.** Like beautiful stained glass. A plicata type yellow and orange striped lavender-rose. Height 38 inches. \$1.00 each.

**White Prince.** An unusually free-flowering creamy white. Height 41 inches. \$1.25 each.

**Yellow Jewel.** A two-tone yellow flower, perfectly proportioned. Best of the two-tone yellows. Height 38 inches. \$4.50 each.

## SPECIAL CONNOISSEUR COLLECTIONS

One each of Rajah, Katy, Caroline Burr and Violet Symphony. A \$26.00 value for \$23.00. The above four with one Yellow Jewel. A \$30.50 value for \$27.00.

## SPECIAL LIST OF MERITORIOUS RECENT INTRODUCTIONS

**Aubanel.** Almost a clear pink flushed yellow in the center. Price: \$1.25 each.

**Buckskin.** A beautiful tan approaching the descriptive title. Extremely tall, 46 inches, with wide flaring falls. Price: \$1.50 each.

**Cameroon.** A beautiful two-tone dark chocolate-maroon; immense blooms. Price: \$1.50 each.

**Miss California.** An immense 4-foot variety topped with beautiful large flowering mauve-pink blooms. Outstanding. Price: \$1.00 each.

**Mt. Washington.** A giant white of great distinction. Large flowers on 4-foot stems. Price: \$1.50 each.

**Nightfall.** Large flowering dark blue-violet. Outstanding. Height 40 inches. Price: \$3.50 each.

**SPECIAL COLLECTION OFFER:** 1 each of the above 6 varieties (a \$10.25 value) for \$9.25, postpaid.

IRIS RHIZOMES ARE  
DELIVERED FROM  
LATE JUNE TO  
SEPTEMBER 14TH



